

## SUMMARY

Topic of the graduate qualification paper:  
«Psychological approach in modern PR and  
advertising practice: traditional and innovative  
aspects».

Author: Esayan S.A, PR-501.

Pp. 75, bibliographic titles 80.

**Key words:** public relations, psychological influence, methods and mechanisms of informational social-psychological influence, information, persuasion, suggestion, contamination, manipulation.

**Relevance of the research topic.** At the present stage of progress of Russian society, which is now quite differentiated, researching psychological features of dynamic market growth is very relevant. Researching the audience of PR and advertising is interesting too. To make advertising really work we should take into consideration many things. We need to know who exactly uses this category of products, how big is this group and what are their characteristics, what product features are important for them and what are not, what are the common circumstances of the purchase and how often it is. And the main question – how does this consumer's choice happen. How people decide to buy the product.

**The purpose** of this final qualification work is to develop the capabilities of psychological approach in modern PR and advertising practice.

Following **tasks** were stated during the research:

- to analyze the psychological influence in PR and advertising as promotion components;
- to examine methods and mechanisms of informational social-psychological influence;
- to analyze the psychological component and PR and advertising technologies in tutorial center «48 Gramoteev» promotion;
- to develop practical oriented project to promote tutorial center «3D excursion».

**The theoretical and practical significance of the study.** Results of this final qualification work have got huge theoretical and practical significance within the limits of PR-support of modern Russian educational institutions. Regulations and summaries of this work can be used in developing special courses in PR and Mass-communication sociology. The results of this work can be used by educational and psychological field specialists in their professional activity.

**Results of the research.** After analyzing psychological influence in advertising and PR as a components of promotion, we can state that main psychological mechanism such as information, persuasion, suggestion, contamination and manipulation are directed to provide the information to the audience in certain angle. They suggest an idea to act in certain ways and make them change their ideas, attitudes and behavior. And PR and adv. specialists seek to enable all perception channels: audio, visual, verbal etc. The main tool of PR is communication, and it's a systematic psychological influence made on a consumer to make him positive to the product or the company and to form certain behavior.